WPRU

princeton broadcasting service, inc.
PRINCETON, NEW JERSEY • PHONE 788

September 15, 1953

Miss Roo Herty
WCSR
Smith College
Northampton, Mass.

Dear Roo,

Well, the school year is starting again, and WPRU is back in business. Unfortunately, this week a skeleton crew is trying to entertain the freshmen, and things are a little too hectic to make any definite moves on the plans I wrote you about last spring. However, as soon as our full personnel is back, and Johnny Walker and I can get more organized, we will give you the full details on our plans.

Basically the idea we are hoping to put across would be a series of two or three exchange shows on the theme of "big weekends" at Princeton or Smith etc. Whether we would be able to send our personnel to Smith for participation in your shows and vice versa will of course depend upon the practicability of budget, but we are hoping to work it on that basis if agreeable to you. We also hope that we could sell for your profit the shows that will be broadcast in Princeton and vice versa. As the three weekends that you would probably be interested in are the Yale Game, Junior Prom, and Houseparties, and the shows would not be released until shortly before those weekends we will have considerable amount of time to work on the project; but if you are still interested, we hope to get started right away.

Sorry for the long delay in answering your very heopful letter, but I found as I imagine you did that the station and Princeton in general were submerged by a series of summer activities. Incidentally you might be interested to know that we are using your D J show in our Freshman schedule. Hope your summer was as pleasant as mine and we will hear from you soon.

Sincerely yours,
John Tucker
John Tucker
Associate Director